

ORIGINAL CASE

103
DOCKET: 1153

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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NOV 23 1998

Group 2700



Applicant(s): Dwight A Merriman
Kevin O'Connor

Title: METHOD AND APPARATUS FOR AUTOMATIC PLACEMENT OF ADVERTISING

Serial no: 09/094949

Filed: 06/15/98

Examiner:

Art Unit: 2761

INFORMATION DISCLOSURE STATEMENT

37 CFR 1.56

37 CFR 1.97

Commissioner of Patents and Trademarks
Washington, D.C. 20231

Sir:-

Please consider the enclosed issued patent and/or publications in examining the above identified pending patent application. Form PTO-1449 is enclosed.

☒ WITHIN 3 MONTHS OR BEFORE FIRST OFFICE ACTION

- b. This Information Disclosure Statement is filed within three months of the filing date of a national application; or filed within three months of the date of entry of the national stage as set forth in Section 1.149 in an international application; or filed before the mailing date of the first Office action on the merits, whichever event occurs last.

The citation of the enclosed references does not constitute an admission that any reference is relevant to the claims; it is cited only as constituting the closest art of which applicant(s) are aware.

☐ BEFORE FINAL OFFICE ACTION OR BEFORE NOTICE OF ALLOWANCE

- c. This Information Disclosure Statement is filed after the period specified in (b) above, but BEFORE either the mailing date of the final action under Section 1.113, or before the Notice of Allowance under Section 1.311, whichever occurs first, and includes the following items:

EITHER

☐ A certification as specified in paragraph e, below,

OR

☐ The fee set forth in Section 1.17(p) is enclosed.

☐ AFTER FINAL OFFICE ACTION OR AFTER NOTICE OF ALLOWANCE
BUT BEFORE PAYMENT OF ISSUE FEE

- d. This Information Disclosure Statement is filed AFTER the mailing date of the final action under Section 1.113, or after the Notice of Allowance under Section 1.311 whichever occurs first, but BEFORE the payment of the issue fee, and includes the following items:

☐ A certification as specified in paragraph e, below.

AND

☐ A petition requesting consideration of the Information Disclosure Statement is enclosed.

AND

☐ The petition fee set forth in Section 1.17(i)(1) is enclosed.

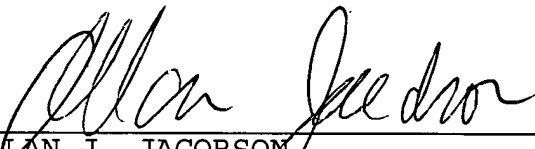
e. ☐ CERTIFICATION UNDER 37 CFR 1.97

☐ The undersigned hereby certifies that each item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to filing of this Information Disclosure Statement,

OR

☐ The undersigned hereby certifies that no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application or, to the knowledge of the undersigned after making reasonable inquiry, was known to any individual designated in Section 1.56(c) more than three months prior to the filing of the statement.

Respectfully submitted,
BY


ALLAN J. JACOBSON
Attorney for Applicant(s)
Registration No. 29,079

DATED: Nov 15, 1998

Telephone: 215 579-1426
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IMPORTANT: PLEASE NOTE

THIS PAPER AUTHORIZES THAT ANY ADD-
ITIONAL FEE DUE MAY BE CHARGED TO
THE DEPOSIT ACCOUNT GIVEN BELOW.

Allen Jackson Nov 15, 1998
signature

Commissioner of Patents and Trademarks
Washington, D.C. 20231

Sir:-

Transmitted herewith for filing is an information disclosure statement
in the above identified patent application. Enclosed are:

- [] Drawings consisting of sheets.
- [] Assignment to DoubleClick Inc..
- [] Declaration and Power of Attorney, 2 pages.
- [] Verified statement to establish small entity status
[] previously submitted or [] included herewith.
- [] Additional fee calculated below, or [X] No additional fee is due.

	AFTER AMENDMENT	PREVIOUS PAID FOR	EXTRA CLAIMS
TOTAL CLAIMS:	- 20 X	\$ 22.00	= \$ 0.00
INDEPENDENT CLAIMS:	- 3 X	82.00	= 0.00

HALF DISCOUNT FOR SMALL ENTITY: NO

EXTENSION OF TIME: NONE

EXTENSION FEE: 0.00

ASSIGNMENT RECORDATION FEE: 0.00

TOTAL DUE \$ 0.00

- [] A check in the amount of \$ _____.
- [X] The Commissioner is hereby authorized to charge the above fee or any
any other fee due, or credit any overpayment to deposit account 10-0204.
- [X] Disclosure statement and PTO-1449 enclosed.

NOV 23 1998

Group 2700

Respectfully submitted,
BY*Allan Jacobson*DATED: Nov 15, 1998ALLAN J. JACOBSON
Attorney for Applicant
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13310 Summit Square Road
Route 413 & Doublewoods Road
Newtown, Pennsylvania 19047

telephone: (215) 579-1426

CERTIFICATE OF MAILING

Date of Deposit: Nov 16, 1998

I hereby certify that the above identified paper or fee is being deposited in the United States Post Office on the date indicated above as

- ☒ (37 CFR 1.8) first class mail, or
- ☐ (37 CFR 1.10) Express Mail Post Office to Addressee,
Express Mail Deposit Label NO: _____

and addressed to the Commissioner of Patent
Patents and Trademarks Washington, D.C. 20231Name of person mailing: Allan JacobsonSignature of person mailing: *Allan Jacobson*Date of signature: Nov 16, 1998

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that each of the within identified papers is being facsimile transmitted to the Patent and Trademark Office on the date shown below.

Name: _____

Signature: _____

Date of Signature: _____